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ABSTRACT

The Alberta Learning 2001/02 Employer Satisfaction Survey assessed 2,003 Alberta employers' satisfaction with graduates from Alberta's learning system. The results and survey methodology were considered accurate within 2.2%. According to the survey, 40% of employers have hired recent graduates from Alberta's learning system. Employers that have more than 10 employees, are located in major cities, and operate in the education services or health/social services industries were most likely to hire recent graduates. Ninety percent of employers who hired recent graduates were satisfied with them overall. Among the various nonsubject attributes examined, employers were most satisfied with the recent graduates' ability to work with others. Roughly half (49%) of the Alberta employers reported providing assistance for education and training. Seventy-five percent of the employers of recent graduates agreed that Alberta's learning system responds to their needs by providing an adequate supply of graduates who enter the workforce with appropriate skills. Among all employers, 81% were satisfied with graduates' ability to learn at work and 75% were satisfied with graduates' general skills and knowledge. Sixty percent of the employers indicated that they had not hired any recent graduates in the past 2 years. An overview of the study methodology and previous research is appended. (Contains 13 tables.)(MN)

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2001/02 EMPLOYER SATISFACTION SURVEY

Prepared for
ALBERTA LEARNING

Prepared by:

June 2002

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EXECUTIVE SUMMARY

The Alberta Learning 2001/02 Employer Satisfaction Survey was conducted between November 20 and December 4, 2001. The objective of the survey was to assess employer satisfaction with recent graduates from Alberta's learning system in the areas of academic and technical skills, non-subject specific attributes, as well as employer satisfaction with the overall responsiveness of Alberta's learning system to their human resource needs.

As was the case in 1999, the 2001 survey examined attitudes toward graduates who received a post secondary diploma, certificate or degree within the last two years. The 2001 survey was also expanded to include employer satisfaction with recent high school graduates.

Another addition to the 2001 survey was that it incorporated the Conference Board of Canada Employability Skills 2000+ to assess employer perceptions of the non-subject specific skills and attributes of recent graduates.

Interviews were completed with 2,003 Alberta employers. The results and survey methodology used is considered to be accurate within +/- 2.2% (19 times in 20).

Key Findings

40% of employers have hired recent graduates from Alberta's learning system.

Company size, location and industry all impact hiring. Employers are more likely to have hired recent graduates if:

- they employ more than 10 people;
- they are located in the major centres;
- their business is in the Education Services or Health/ Social Services industries.

90% of employers who have hired recent graduates are satisfied overall with these graduates.

Regardless of company size, region or industry of operation, the proportion of satisfied employers is consistently above 80%. Based on company size, the lowest proportion of satisfied employers is 87% (companies with 5 to 9 employees). Based on region, the lowest proportion of satisfied employers is 87% (Central Alberta). Based on industry, the lowest proportion of satisfied employers is 81% (Manufacturing).

Employers of all types of recent graduates indicate that, among the various non-subject specific attributes examined, they are most satisfied with the ability of these recent graduates to work with others.

Most employers who have hired recent graduates are satisfied with the various non-subject specific attributes examined. There is no attribute where more employers of a graduate type are not satisfied than those satisfied. Overall, the more education a graduate has, the more likely employers are to be satisfied with their non-subject specific skills and qualities. For example, 94% of employers of degree graduates are satisfied with degree graduates' ability to manage information, while only 55% of employers are satisfied with high school graduates' ability to take ownership of their work.

Roughly half (49%) of all Alberta employers provide assistance for education and training.

In keeping with Alberta Learning's goal of life-long learning, employers in large companies, Education Services and Health/Social Services are more likely to provide assistance to employees for education and training.

75% of employers of recent graduates agree that Alberta's learning system responds to their needs by providing an adequate supply of graduates who enter the work force with appropriate skills.

Employers of degree graduates have the lowest level of agreement regarding the adequate supply. This would indicate the value of degree graduates produced by Alberta's learning system. As employer size increases so does agreement with the statement that Alberta's learning system provides an adequate supply of graduates with appropriate skills to the workforce. Employers in Northern Alberta are most likely to agree with this statement while employers in Calgary are least likely to agree.

Among all employers, 81% are satisfied with graduates' ability to learn at work and 74% are satisfied with graduates' general skills and knowledge.

All employers (regardless of whether they have hired recent graduates or not) were asked to state their satisfaction with two statements: a) That graduates are entering the workforce with an appropriate combination of skills and knowledge; *and*, b) That graduates demonstrate the ability to learn at work. The results indicate that employers of post-secondary graduates are more likely to be satisfied with graduates' skills, knowledge and ability to learn at work than employers of high school graduates.

60% of employers indicate they have not hired any recent graduates in the past two years.

Employers who indicated they have not hired any recent graduates were asked if they have been looking to hire any of the types of graduates. The breakdown of data reveals the following: .

- Large companies are more likely to have sought, but not ultimately hired, recent graduates than smaller firms.
- Region impacts the type of graduate sought by employers who have not hired recent graduates. In Northern Alberta, employers who have not hired recent graduates but have been looking to do so, indicate they are more likely to seek high school graduates (37%) than other regions; Southern Alberta employers are more likely to seek certificate graduates (27%) than other regions; Central Alberta employers are more likely to seek post-secondary diploma graduates (35%) than other regions, and Calgary employers are more likely to seek degree graduates (28%) than other regions.

- Two industries emerge through employers who indicate they have been looking to hire recent graduates but have not been able to do so. Employers in Wholesale Trade are the most likely to seek high school graduates (52%), while employers in Education Services seek all other types of graduates (degree graduates 71%; post-secondary diploma graduates 49% and certificate graduates 43%)more than other industries.

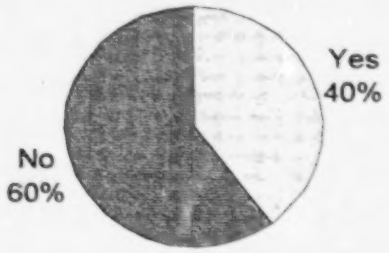
I. MEETING ALBERTA EMPLOYERS DEMANDS

Employers Having Hired Recent Graduates

40% of employers have hired recent graduates from Alberta's learning system.

Of the 2,003 employers interviewed, 40% (797) indicate they have employed recent graduates (high school only, certificate, diploma or degree holding individuals) from Alberta's learning system.

Graduates Employed Within Last Two Years



Company size, region and industry are all determinants of hiring.

- Almost two-thirds (63%) of companies with more than 20 employees have hired recent graduates.
- Companies in Edmonton (48%) and Calgary (41%) are more likely to have hired recent graduates than companies in other areas of the province.
- Employers in Education Services and Health/Social Services (53%) are more likely than employers in other industries to have hired recent graduates.

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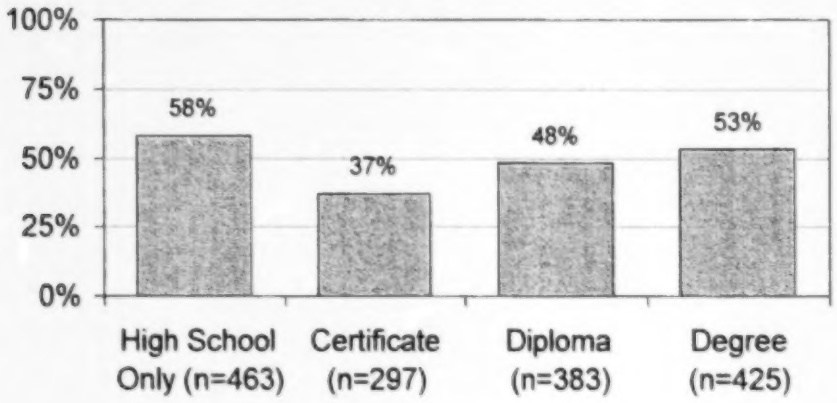
Employers who have hired recent graduates are more likely to have hired high school (58%) and degree (53%) graduates than post-secondary diploma (48%) or certificate graduates (37%). (Note: Numbers add to more than 100%, as employers may have employed more than one type of recent graduate.)

Among those who have hired recent graduates:

Types of Graduates Hired



Region is a determinant of types of recent graduates hired.

- Employers in Northern Alberta are more likely to have hired recent high school and certificate graduates than employers in other regions.
- Employers in Central Alberta are more likely to have hired diploma graduates than employers in other regions.
- Employers in the major centres are more likely to have hired degree graduates than employers in smaller centres.

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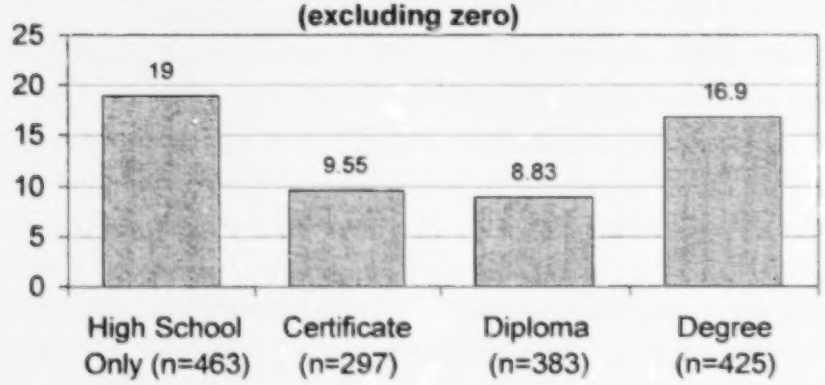
Employers of high school and degree graduates tend to hire more of these types of graduates than employers of certificate and diploma graduates.

The graph below shows the average number of recent graduates hired per firm by graduate type. It is interesting to note that the average number of certificate graduates employed per firm is slightly higher than the average number of diploma graduates employed per firm. But as mentioned previously, there are fewer employers who have hired certificate graduates than diploma graduates (297 firms employing certificate graduates hiring 10 recent graduates on average vs. 383 firms employing diploma graduates hiring 9 recent graduates on average). In other words, although fewer firms employ certificate graduates than diploma graduates, those that do hire certificate graduates hire more of them.

Among employers who have hired recent graduates:

Average Number of Recent Graduate Hired (excluding zero)



Industry does not tend to have an impact on the number of recent graduates employed, although size and region are determinants.

- On average, larger firms employ a greater number of each type of graduate.
- Edmonton employers have hired the most of each graduate type (on average), with the exception of certificate graduates. Employers in Southern Alberta have hired the lowest average number of every graduate type.

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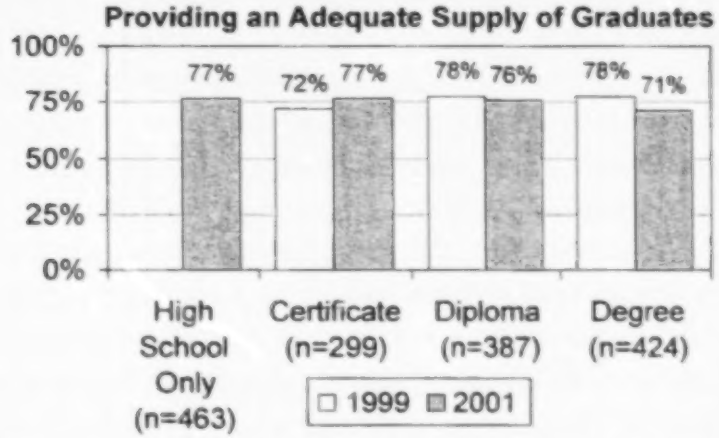
Responsiveness of Alberta's learning system

75% of employers of recent graduates agree that Alberta's learning system responds to their needs by providing an adequate supply of graduates who enter the work force with appropriate skills.

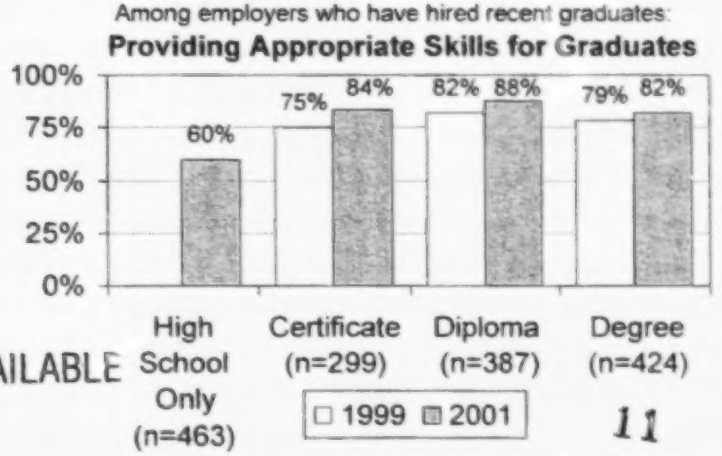
Three-quarters of employers of recent graduates agree that there is an adequate supply of graduates to meet their employment needs. The graph below shows that less than three-quarters of employers of degree graduates (71%) believe that Alberta's learning system is providing an adequate supply of degree graduates. Over three-quarters of employers of high school, certificate and diploma graduates (77%, 77% and 76% respectively) believe that Alberta's learning system is providing an adequate supply of these graduate types.

Among employers who have hired recent graduates:



Over three-quarters of employers agree that Alberta's learning system provides appropriate skills for graduates. The graph below shows that over 80% of employers of post-secondary graduates agree with this statement.
Only 60% of employers of high school graduates think these graduates were provided with appropriate skills.

Among employers who have hired recent graduates:



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Company size and region are determinants in agreement that Alberta's learning system is providing appropriate skills for graduates.

- As employe: size increases, agreement with this statement also increases, regardless of graduate type.

- Agreement that graduates are provided with appropriate skills is higher among employers of high school (70%), degree (88%) and diploma (97%) graduates in Northern Alberta than in other areas of the province. Agreement is consistently the lowest amongst employers in Calgary regardless of graduate type.

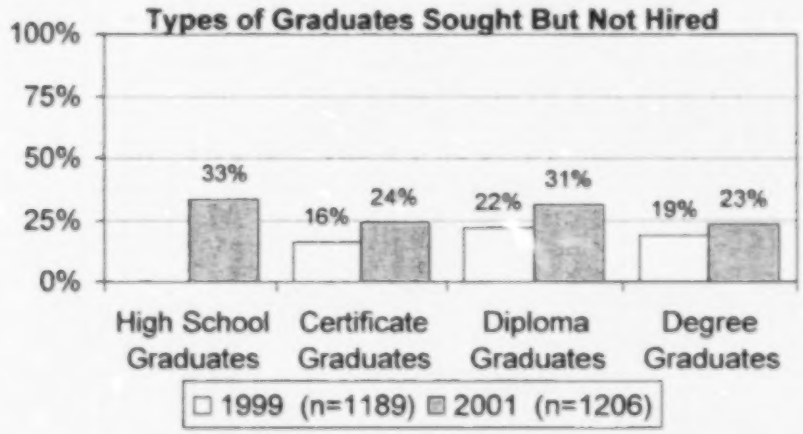
Perceived Shortages

Employers that had not hired recent graduates were asked if they had attempted to hire certain types of graduates in the last two years. 35% of the employers contacted had hoped to hire recent graduates but could not.

One third (33%) of employers that had not been able to hire recent graduates were interested in hiring high school graduates. Fewer had been interested in hiring post-secondary graduates.

The graph below displays the type of graduate sought by employers who had not hired any recent graduates, but were looking to do so. Over 30% of employers sought to hire high school and diploma graduates, while fewer sought to hire diploma and degree graduates.

Among employers who have NOT hired recent graduates:



Company size, region and industry are all determinants of graduate types sought.

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- Being unable to hire a recent graduate increases with company size.
- Being unable to hire high school graduates is highest amongst Northern Alberta employers (37%), while being unable to hire degree graduates is highest amongst employers in Calgary (28%).
- 71% of employers in Education Services had sought, but were unable to hire post-secondary graduates (significantly more than any other industry).

Reasons Graduates Were Not Hired

34% of employers who had wanted to hire recent graduates, but were unable, indicate that recent graduates were not hired because applicants either lacked experience or were not qualified for the position.

There were a variety of positions available for recent graduates. As expected, the positions offered were directly related to the industry in which the employers operated. Employers in Education Services had positions for teachers and teacher's aides (83%). Employers in Construction had positions for operators and labourers (41%). Employers in Wholesale Trade had positions for sales people (38%). Employers in Finance/Real Estate had positions in accounting and bookkeeping (32%). Employers in the Service industry had positions for cooks (30%), customer service (25%) and for waiters and servers (23%). Employers in Retail had positions for sales people (28%). Employers in Primary Industry had positions for operators and labourers (26%). Employers in Government had positions for operators and labourers (20%).

Lack of Interest, Qualifications

Many of the positions available for recent graduates that were not filled were entry level and would have likely had matching salaries. When asked why positions were not filled, 22% of employers offering unfilled jobs indicate that there were very few applicants for these positions.

Many employers state that applicants lack experience or proper qualifications. This indicates that recent graduates apply for positions that do not relate to their academic background or they attempted to find work in an industry for which they were not qualified.

21% of employers who wanted to hire a recent graduate, but were unable, provide no reason for being unable to hire recent graduates from Alberta's learning system.

Identification of Skills Shortages Among Recent Graduates

Those employers who had hired recent graduates were asked to identify particular skills/ abilities that were missing from their new hires.

Generally, employers are pleased with the skills of recent graduates, but some concern is expressed regarding recent graduates' language skills and practical work experience.

Employers of recent graduates were asked if they could think of any particular skills/ abilities that are missing from recent graduates. 43% of these employers could not think of any. Those employers that could identify missing skills in the recent graduates indicated issues with communication skills, both written and verbal (21%), practical experience or knowledge required for the job (10%) and recent graduates working attitudes and work ethic (10%).

The missing skills are consistent across graduate types. Company size and region impact employer identification of skill shortages, as larger firms are more likely to identify skill shortages, as are employers in Southern Alberta.

Final Comments About Recent Graduates

All employers were given the opportunity to make open-ended comments about particular skills that recent graduates of Alberta's learning system are missing.

Most (68%) did not offer any particular concerns.

Among those employers with concerns, they mention missing skills of recent graduates as well as issues of attitude and internal motivation.

Final Comments	Total
Poor working attitudes	5%
Improve Communication skills	5%
Lack of practical knowledge/ training/ experience	4%
Graduates are well equipped/ trained well	3%
Satisfactory/ they are doing a good job	3%
Graduates are not knowledgeable/ not trained well	2%
Graduates don't have the ability to calculate	2%
Poor life skills	2%
Not enough graduates	1%
More basics should be taught	1%
Expected pay is too high/ money hungry	1%
Education should be more relevant to business	1%
Need more focus on job placement	1%
High expectation on types of work	1%
Not ready for work	1%
Lack common sense	1%
Students are not accountable/ responsible	1%
They have good attitudes - keen/ eager	1%
Students are pushed through the system	1%
Other	1%
None	68%

NOTE: Total Mentions below 1% are not listed here

II. SATISFACTION WITH GRADUATES AND ALBERTA'S LEARNING SYSTEM

Satisfaction with Non-Subject Specific Skills and Personal Qualities

Respondents who had hired recent graduates were asked to rate these graduates on the following list of skills and personal qualities:

- Ability to communicate in speech and writing
- Ability to manage information
- Ability to use numbers
- Ability to think and solve problems
- Demonstrating positive attitudes
- Taking ownership of work
- Working within a team or as an individual
- Ability to learn continuously
- Ability to work safely
- Ability to work with others
- Ability to contribute throughout a project

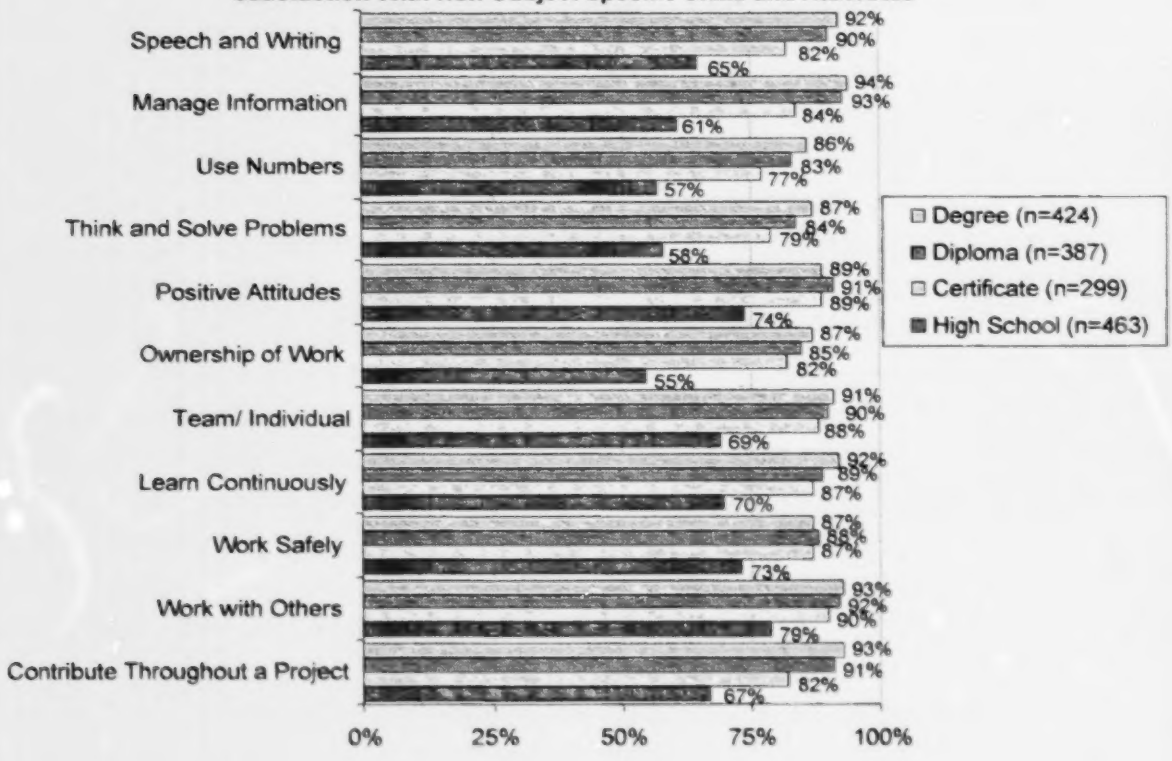
Overall, the more education graduates have, the more likely their employers are to be satisfied with their non-subject specific skills and qualities.

Employer satisfaction with graduates' non-subject specific skills and attributes is dependent on the graduates' type of education or training. However, as stated previously, there are differences between graduate types. At the high end, 94% of employers of degree graduates are satisfied with degree graduates' ability to manage information, while only 55% of employers of recent high school graduates are satisfied with their ability to take ownership of their work.

The proportion of employers satisfied with diploma and degree graduates is between 83% and 94% on all non-subject specific skills and attributes. The proportion of employers satisfied with certificate graduates is between 77% and 90% on all non-subject specific skills and attributes. Employer satisfaction with non-subject specific skills and attributes is lowest for high school graduates, with results close to 50% on their use of numbers (57%), their ability to think and solve problems (58%), and taking ownership of work (55%).

Among employers who have hired recent graduates:

Satisfaction With Non-Subject Specific Skills and Attributes



- In the case of non-subject specific skills and attributes, as company size increases the proportion of satisfied employer's decreases. This is unlike employer agreement with the statement that "Alberta Learning responds to the needs of my company by providing an adequate supply of graduates who enter the work force with appropriate skills" where agreement increases with company size.

- A higher proportion of employers in Southern Alberta are satisfied with employees' non-subject specific skills and attributes, particularly in comparison to the major centres where satisfaction is lowest.

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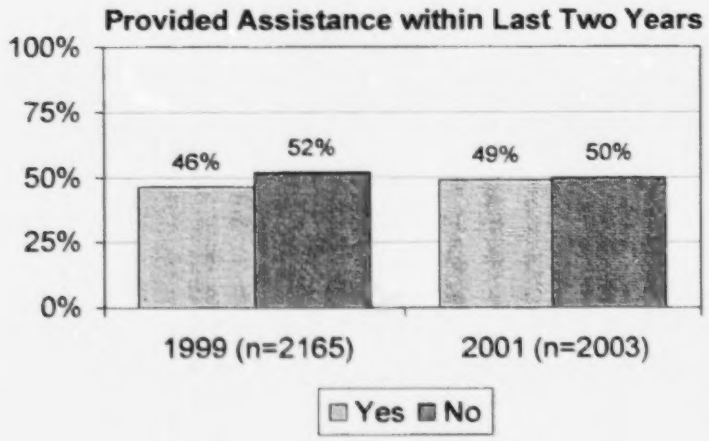
III. ARE ALBERTA EMPLOYERS ENCOURAGING THEIR EMPLOYEES TO LEARN CONTINUOUSLY?

Roughly half (49%) of all Alberta employers provide assistance for education and training.



Company size and industry are determinants of whether employers provided assistance within the last two years.

- As firm size increases, the proportion of employers providing assistance also increases. It would seem larger firms have greater resources to provide education or training assistance compared to smaller firms.

- Employers in Government and Education Services are most likely to provide assistance for education or training (73% and 71% respectively). Employers in the Service and Construction industries are least likely to provide assistance for education or training (31%).

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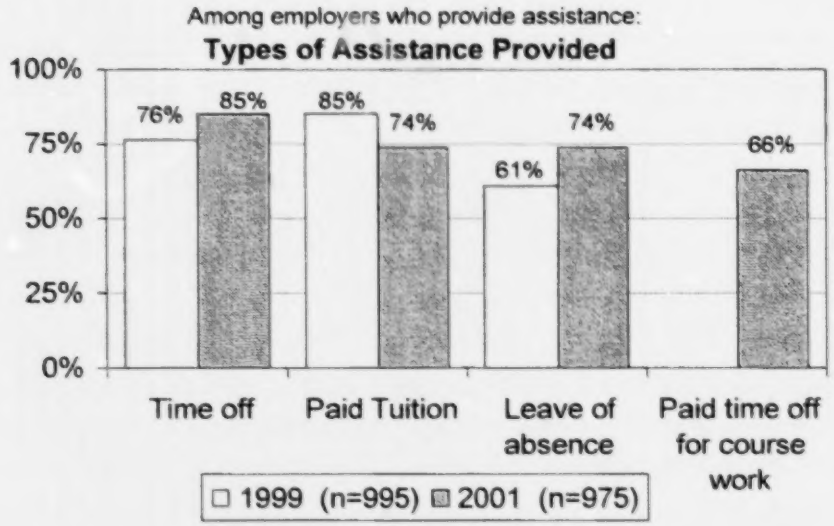
Types of Assistance Provided

85% of employers who provide assistance for education or training provide time off during the working day.



- As company size increases, the likelihood that the various kinds of assistance are provided also increases.

- Most employers who provide assistance provide time off, paid tuition and leave absence. Industry is a particularly strong determinant in this type of assistance offered. Employers in Education Services are most likely to provide time off (91%). Government Services, Education Services and Secondary industry employers are most likely to pay for tuition and allow leave of absence (over 80%).

- Employers in Health/Social Services are most likely to allow paid time off for course work (80%).

IV. OVERALL PERCEPTIONS OF ALBERTA'S LEARNING SYSTEM

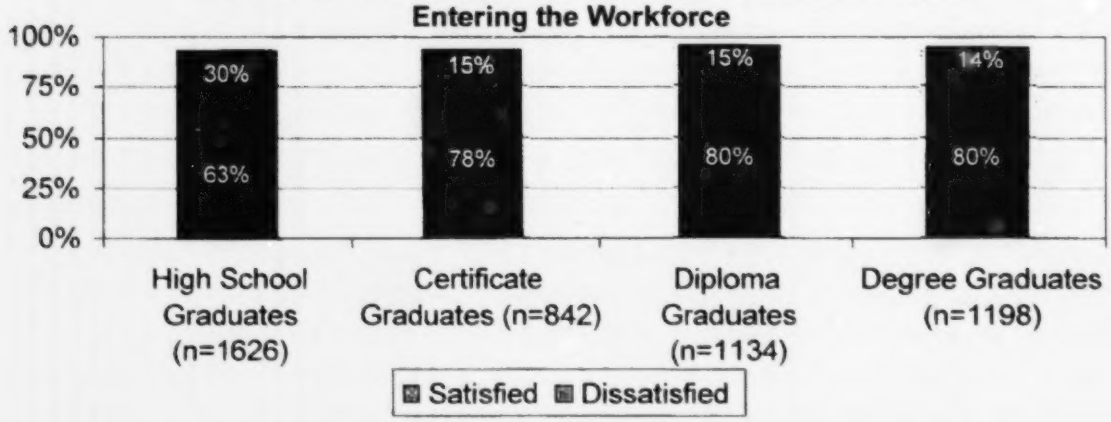
All 2,003 employers interviewed were asked to rate their satisfaction of all the graduates from Alberta's learning system they employ with the following:

- That graduates are entering the workforce with an appropriate combination of skills and knowledge
- That graduates demonstrate the ability to learn at work

Among all Alberta employers, 81% are satisfied with graduates' ability to learn at work and 74% are satisfied with graduates' general skills and knowledge.

The graph below indicates that the proportion of satisfied employers of certificate, diploma and degree graduates (approximately 80%) is higher than that for high school graduates (63%).

Satisfaction with Skills and Knowledge of Graduate Types Entering the Workforce



Both company size and region are determinants of employer satisfaction with graduates skills and knowledge.

- As company size increases, so does the likelihood that employers will be satisfied on these issues.
- Employers in Southern Alberta are more likely to be satisfied with high school and degree graduates' skills and knowledge (68% and 85% respectively), while employers in Northern Alberta are more likely to be satisfied with certificate and diploma graduates' skills and knowledge (85% and 84% respectively).

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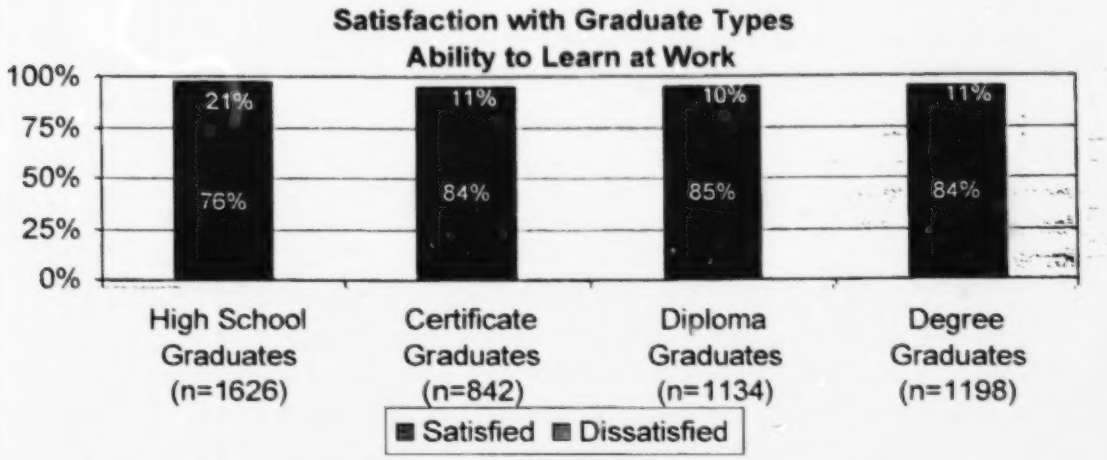
The graph below represents the proportion of employers indicating they are satisfied with graduates' ability to learn at work. Overall, more than three-quarters of employers are satisfied with graduates' ability to learn at work.



Company size and region are both determinants of employer satisfaction with graduates' ability to learn at work.

- As company size increases, employer satisfaction with graduates' ability to learn at work also increases, regardless of graduate type.
- Employers in Northern and Southern Alberta are more likely to be satisfied with graduates' ability to learn at work regardless of graduate type.

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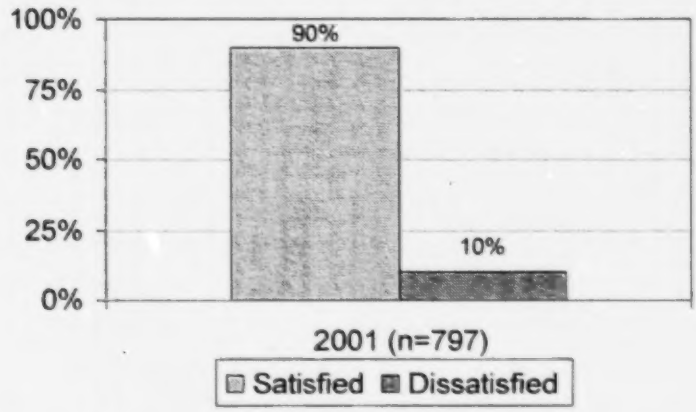
90% of employers who have hired recent graduates are satisfied overall with these graduates.

90% of employers of recent graduates are satisfied with the graduates skills and quality of work. This would indicate that Alberta's learning system is providing its graduates with the skills and abilities needed to perform in today's workplace. While there may be particular aspects of the graduate skill set that Alberta's learning system may need to address, the overall view by employers of the quality of graduates produced was excellent regardless of graduate type.

Among employers who have hired recent graduates:

OVERALL Satisfaction With Recent Graduates



Regardless of company size, region and industry the proportion of overall satisfaction is consistently very high.

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APPENDIX - RESEARCH BACKGROUND AND METHODOLOGY

Project Objectives

Environics West was retained by Alberta Learning to conduct the 2001/02 Employer Satisfaction Survey that was administered between November 20 and December 4, 2001. The survey was designed by Environics West and Alberta Learning to measure employer satisfaction with recent graduates from Alberta's learning system. This study is based on Goal 3 in Alberta Learning's *Business Plan 2001/2004*, "Well prepared learners for Lifelong Learning, Work and Citizenship."

The objectives of this study are to determine if Alberta Employers are:

- Satisfied with the academic and technical skills acquired by recent graduates (past two years) through Alberta Learning.
- Satisfied with the non-subject specific attributes (such as communication, problem solving and contextual appraisal skills) of recent graduates hired.
- Satisfied with the overall responsiveness of Alberta Learning to their human resource needs.

In addition to information related to these objectives, this survey sought to explore if employers have been providing assistance for training through Alberta's learning system; the numbers of recent graduates working for employers; positions available for recent graduates; and comments regarding why recent graduates have not been hired and missing skills.

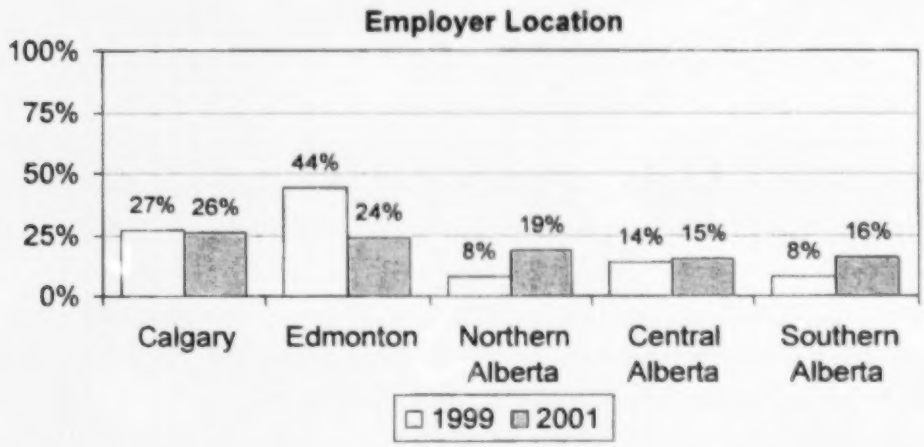
Previous Research

The 1999 survey measured only the satisfaction of employers with recent post-secondary graduates, and did not consider high school graduates in the research design. Additionally, the 1999 survey was limited in that it was not random. A portion of it was drawn from a TELUS Business directory while the remainder was derived from business phone numbers provided by post-secondary institutions. This sample methodology was biased as these businesses associated themselves with recent graduates and the combined sources did not give an accurate representation of business distribution across the province. Also, the businesses that had and (more importantly) had not hired recent graduates were not as accurately represented.

The following graph shows the differences in business distribution between the sample methodologies. The distribution of businesses across the province in 2001 was more representative than that in 1999. The most glaring difference is revealed in the comparison between employers contacted in Edmonton (44% in 1999 versus 24% in 2001) and Northern Alberta (8% in 1999 and 19% in 2001).

Regions of Northern, Central and Southern Alberta included the following:

- Northern Alberta consisted of employers from northern rural areas and the small cities of Wood Buffalo/ Fort McMurray, Grande Prairie and Grand Centre.
- Central Alberta consisted of employers from central rural areas and the small cities of Red Deer, Camrose, Lloydminster and Wetaskiwin.
- Southern Alberta consisted of employers from southern rural areas and the small cities of Lethbridge and Medicine Hat.



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II. RESEARCH METHODOLOGY

Methodology

In order to avoid problems with representation and randomization, a single sample source was used in the 2001 survey. The results are based on a probability sample of 20,000 business located in Alberta drawn entirely at random through the use of the Computer Assisted Interview (CATI), System which allows for the collection of data from multiple respondents in a timely and efficient manner. The table below indicates the response rate and the breakdown of each phone number contacted. Based on a ratio of 10:1 20,000 business phone numbers achieved 2003 completed interviews.

Statistical Reliability Of Results

A sample of 20,000 businesses within the population produced results (2003 completes) that are reliable to within plus or minus 2.2%, 19 times in 20.

Timing

The average time to complete an interview was 12 minutes for those employers indicating they had hired recent graduates, and 6 minutes for those who had not.

TABLE A. Use of Project Sample

	Number	Percentage of Total
TOTAL SAMPLE USED	**20011**	**100%**
Non-Valid Sample	**7275**	**36%**
VALID SAMPLE	**12736**	**64%**
Sample Not Contacted	5903	29%
* Busy	138	1%
* No Answer	1282	6%
* Answer Machine	2784	14%
* Callbacks pending	1699	8%
SAMPLE CONTACTED	**6833**	**34%**
Non-cooperatives	3644	18%
* Refusal	3533	18%
* Terminanted	111	0.5%
Cooperative Sample	3189	16%
Completes	2003	10%
Incomplete	1186	6%
Non-qualified (Screener A)	1186	6%

Multiple Respondents

Due to the design of the questionnaire it was possible to have multiple respondents from a single employer. This means that more than one respondent could be involved in completing the survey if the initial respondent did not have sufficient knowledge to answer all of the questions asked. The human resource manager was determined to be the best qualified to provide employer information

regarding hiring practices, but may not have been best qualified to answer specific questions regarding employees. If the human resources manager was not able to answer these types of questions, we asked to speak to a more qualified respondent within their company (i.e. supervisor of a recent graduate). Of the 2003 completed interviews, 22 had multiple respondents.

Pre-Test Evaluation

The pre-test was based on the format and flow of the 1999 survey. The content of the pre-test was adjusted for the objectives of the 2001 survey. The pre-test took place over two days, starting November 12, 2001. As the survey tool had been used previously, a minimal amount of testing was required. There were no significant modifications as a result of the pre-test.

Businesses Contacted

The full survey administration began on November 20, 2001 and continued until December 4, 2001. Table A indicates the response rate and the breakdown of each phone number contacted. Based on a ratio of 10:1, 20,000 business phone numbers were sufficient to achieve 2000 completed interviews. The entire sample was exhausted with an average of 4 calls to the accessed numbers from the total sample in order to achieve 2003 completed interviews. Outstanding call backs have been contacted a minimum of 5 times.

Telephone Interviewing, Quality Control & CATI Programming

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of 10 percent of each interviewer's work is unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations. Through survey design and interview monitoring it was assured that the responses provided by employers were of the highest quality.

Definitions of Program Graduates

Recent graduates from Alberta's learning system were defined as those who graduated within the last two years. The categories are:

- High school diploma only graduates - graduates from an Alberta high school
- Certificate graduates - graduates from an Alberta post-secondary institution (typically up to a 1 year program)
- Diploma graduates - graduates from an Alberta post-secondary institution (typically a 2 year program)

- Degree graduates - graduates from an Alberta post-secondary institution (typically from a university)

FIRMOGRAPHICS

797 employers indicated they had hired recent graduates. Employers could have hired more than one graduate and more than one graduate type.

- 463 had hired at least one recent high school graduate (56%);
- 297 had hired at least one recent certificate graduate (37%);
- 383 had hired at least one recent diploma graduate (48%); and
- 425 had hired at least one recent degree graduate (53%);

The table below displays the distribution of the employer samples interviewed for both the 1999 and 2001 surveys. Table B reveals the Business Size, Geographic Location and Industry Sector of all employers operating in Alberta during the 2001 interviews. It is revealed that:

- there were more businesses with 20 + employees (34%)
- more firms were located in Calgary (26%)
- more firms were in Retail Trade than any other type of business (19%).

TABLE B. Distribution of Employer Sample

	1999	2001
Business Size:		
1-4 employees	20.0%	23.6%
5-9 employees	20.8%	23.7%
10-19 employees	16.9%	18.1%
20 or more employees	42.1%	34.4%
Don't Know/No Response	0.3%	0%
Geographic Location:		
Edmonton	44.1%	23.7%
Calgary	26.8%	25.9%
Central Alberta	13.7%	15.1%
Northern Alberta	7.5%	18.9%
Southern Alberta	7.9%	16.2%
Industry Sector:		
Health and Social Services	14.6%	9.9%
Business Services	14.5%	9.7%
Retail Trade	11.4%	19.0%
Manufacturing	9.4%	5.1%
Accommodation, Food & Beverage	7.6%	7.7%
Other Services	7.4%	4.4%
Agriculture/Primary Industry	6.9%	11.4%
Construction	6.5%	5.0%
Education Services	6.0%	7.7%
Finance, Insurance & Real Estate	5.7%	4.6%
Transportation, Communication, Utilities	5.3%	6.1%
Government Services	3.2%	6.4%
Wholesale Trade	1.5%	2.2%

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